

## Selected results of the exhibitor survey

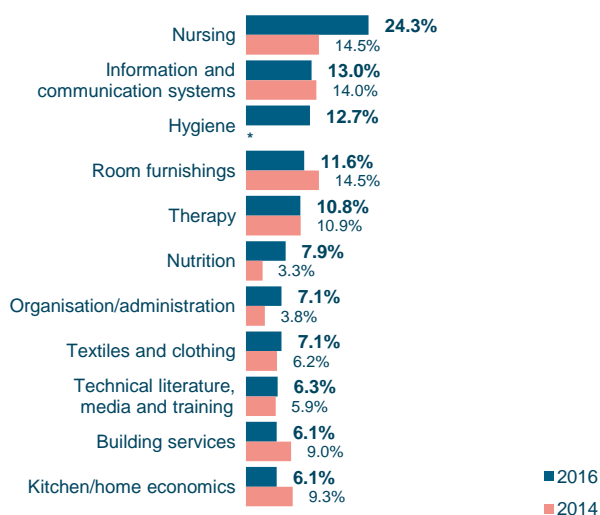
Base: Hanover 2016 (Hanover 2014)

| Structural Data 2016                             | Total  | Germany | Inter-<br>national |
|--|--------|---------|--------------------|
| Exhibitor  | 582    | 542     | 40                 |
| Net exhibition area in<br>sqm incl. special show | 18,500 | 17,929  | 571                |
| Visitor  | 27,600 | 27,296* | 304*               |

\* Source: trade visitor survey

### Range allocation

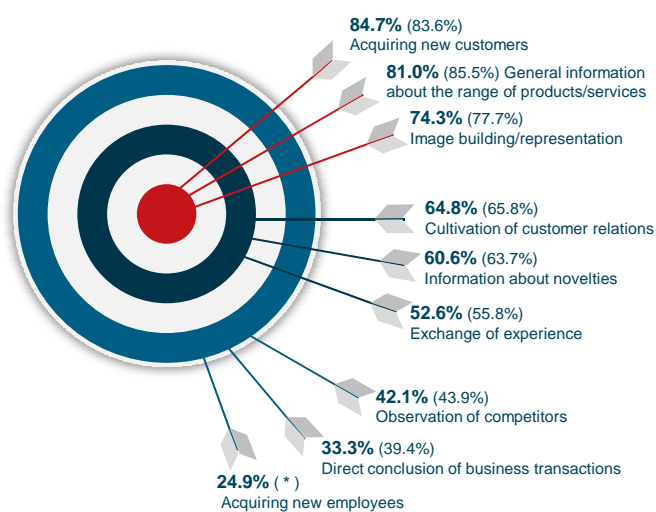
(Multiple answers/selected >6%)



\* = No comparison possible

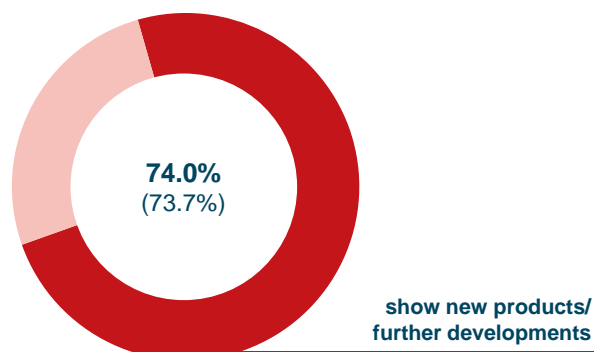
### Participation goals

(Multiple answers/selected >24%)



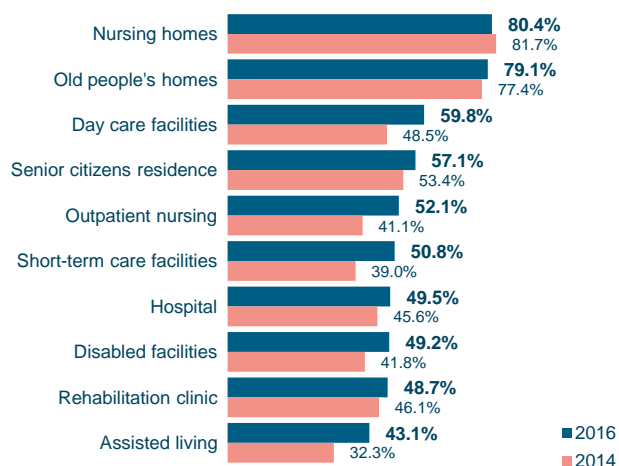
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### Presence of innovations



### Relevant target groups at the trade fair

(Multiple answers/selected >43%)

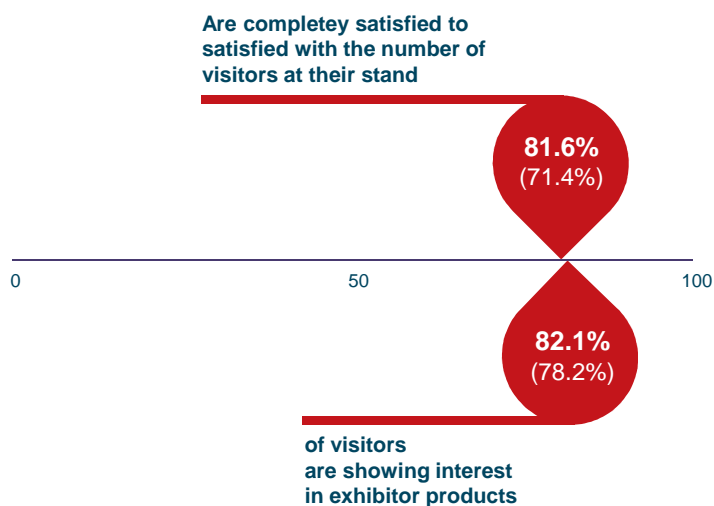


Gathered and analysed by:

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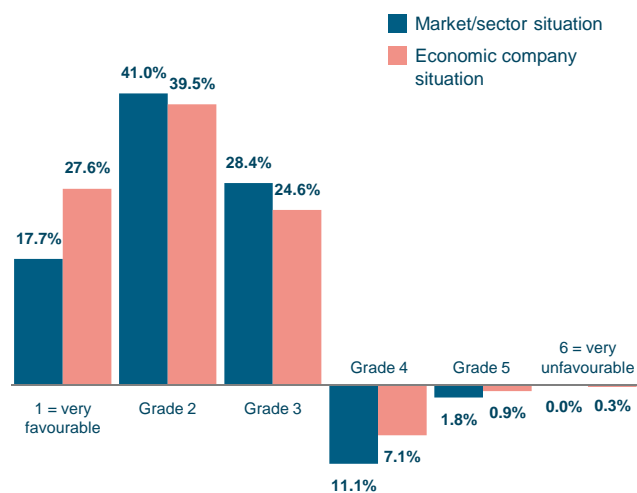
Base: Hanover 2016 (Hanover 2014)

### Number of visitors and interest



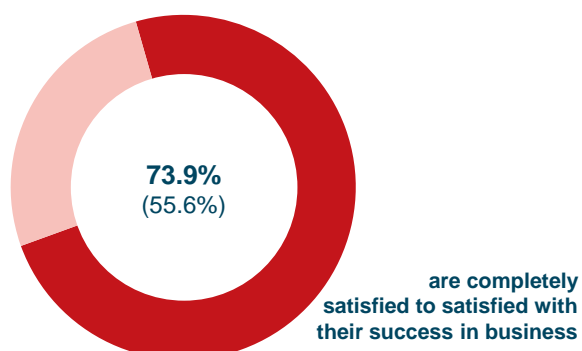
### Current market/sector and company situation

(Scale from 1 = very favourable to 6 = very unfavourable)

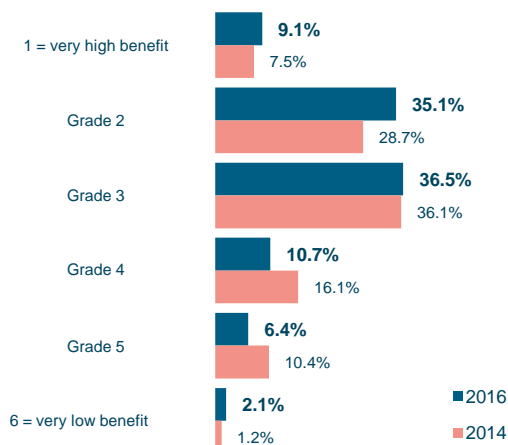


Without comparison to 2014

### Business success



### Trade fair benefit

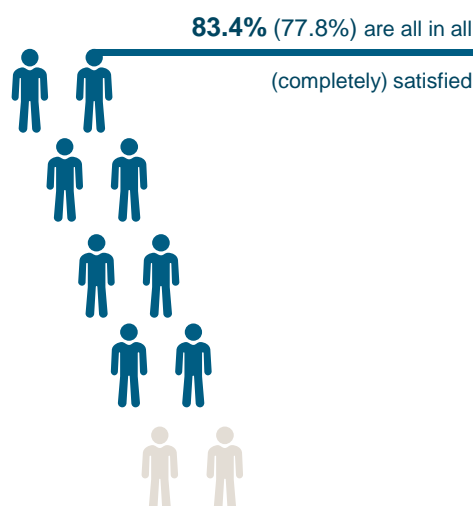


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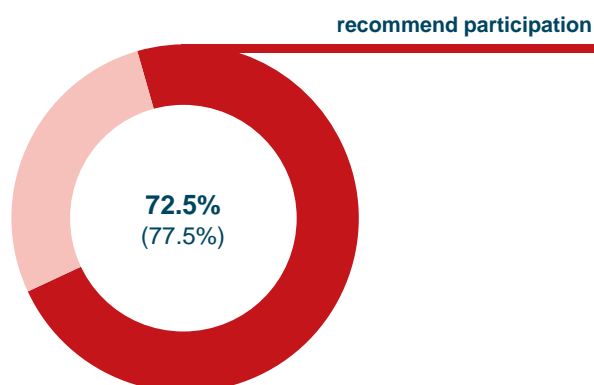
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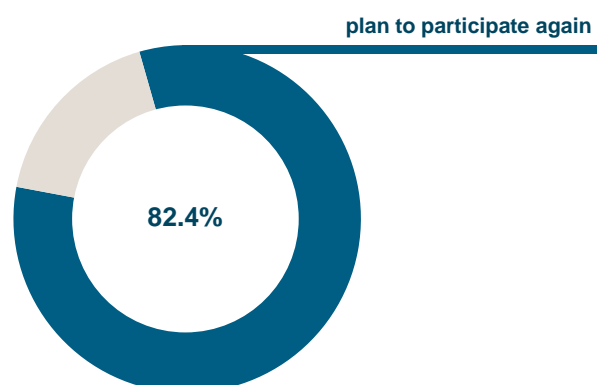
### Overall impression



### Recommendation intention



### Intention to participate again



No comparison to 2014 possible

Gathered and analysed by: